

create a passenger name record;

transmit said passenger name record to said central reservation system;

charge said payment identifier for said offer price; and

notify the customer of acceptance of said conditional purchase offer.

99. The system of claim 98 wherein said processor accesses information on said central reservation system for each seller in a predefined sequence.
100. The system of claim 99 wherein said predefined sequence is based upon the historical acceptance rate of each seller.
101. The system of claim 99 wherein said predefined sequence is based upon seller-negotiated priorities.
102. The system of claim 99 wherein said predefined sequence is based upon the commission rates paid by the seller.
103. The system of claim 98, wherein said conditional purchase offer includes an expiration date.
104. The system of claim 98, wherein said seller inventory and pricing information includes seller-defined rules.
105. The system of claim 98, wherein the customer accesses said web page using a web browser.
106. The system of claim 98, wherein the customer accesses said web page which displays an electronic form containing a number of blanks to be filled out by the customer, the blanks representing conditions of the conditional purchase offer.
107. The system of claim 98, wherein said financial account is a debit account.
108. The system of claim 98, wherein said financial account is a credit account.

109. The system of claim 98, wherein said processor is further operative with said program to pre-authorize said offer price of said conditional purchase offer with a financial clearinghouse.

110. The system of claim 98, wherein said goods or services includes at least one of: an airline ticket, an automobile, insurance, computer equipment and a hotel accommodation.

~~111. The system of claim 98, wherein said processor is further operative with said program to authenticate said conditional purchase offer prior to consideration thereof.~~

~~112. The system of claim 111, wherein authentication of said conditional purchase offer includes acceptance of a customer credit card number.~~

113. A system, comprising:

a server providing a web page accessible by customers;

a storage device storing a program;

a processor in communication with said storage device, said processor operative with said

program to:

receive a conditional purchase offer including an offer price from a customer
utilizing said web page for purchasing at least one airline ticket;

receive a payment identifier specifying a financial account for use in providing
guaranteed payment for said at least one airline ticket if said conditional purchase offer is
accepted;

compare said conditional purchase offer with airline inventory and pricing
information stored on an airline reservation system to determine if said conditional purchase
offer is acceptable;

accept said conditional purchase offer on behalf of the seller;

create a passenger name record;

transmit said passenger name record to said airline reservation system;
charge said payment identifier for said offer price; and
notify the customer of acceptance of said conditional purchase offer.

114. The system of claim 113 wherein said processor accesses information on said airline reservation system for each seller in a predefined sequence.
115. The system of claim 114 wherein said predefined sequence is based upon the historical acceptance rate of each seller.
116. The system of claim 114 wherein said predefined sequence is based upon seller-negotiated priorities.
117. The system of claim 114 wherein said predefined sequence is based upon the commission rates paid by the seller.
118. The system of claim 113, wherein said conditional purchase offer includes an expiration date.
119. The system of claim 113, wherein said seller inventory and pricing information includes seller-defined rules.
120. The system of claim 113, wherein the customer accesses said web page using a web browser.
121. The system of claim 113, wherein the customer accesses said web page which displays an electronic form containing a number of blanks to be filled out by the customer, the blanks representing conditions of the conditional purchase offer.
122. The system of claim 113, wherein said financial account is a debit account.
123. The system of claim 113, wherein said financial account is a credit account.

C1 124. The system of claim 113, wherein said processor is further operative with said program to pre-authorize said offer price of said conditional purchase offer with a financial clearinghouse.

sh 125. ~~The system of claim 113, wherein said processor is further operative with said program to authenticate said conditional purchase offer prior to consideration thereof.~~

126. The system of claim 125, wherein authentication of said conditional purchase offer includes acceptance of a customer credit card number.

Q2 127. A system, comprising:

a storage device storing a program;

a processor in communication with said storage device, said processor operative with said program to:

receive a conditional purchase offer including an offer price from a customer for purchasing at least one airline ticket;

receive a payment identifier specifying a financial account for use in providing guaranteed payment for said at least one airline ticket if said conditional purchase offer is accepted;

compare said conditional purchase offer with airline inventory and pricing information stored on an airline reservation system to determine if said conditional purchase offer is acceptable;

accept said conditional purchase offer on behalf of the seller;

create a passenger name record;

transmit said passenger name record to said airline reservation system;

charge said payment identifier; and

notify the customer of acceptance of said conditional purchase offer.

128. The system of claim 127 wherein said processor accesses information on said airline reservation system for each seller in a predefined sequence.
129. The system of claim 128 wherein said predefined sequence is based upon the historical acceptance rate of each seller.
130. The system of claim 128 wherein said predefined sequence is based upon seller-negotiated priorities.
131. The system of claim 128 wherein said predefined sequence is based upon the commission rates paid by the seller.
132. The system of claim 127, wherein said conditional purchase offer includes an expiration date.
133. The system of claim 127, wherein said seller inventory and pricing information includes seller-defined rules.
134. The system of claim 127, wherein said financial account is a debit account.
135. The system of claim 127, wherein said financial account is a credit account.
136. The system of claim 127, wherein said processor is further operative with said program to pre-authorize said offer price of said conditional purchase offer with a financial clearinghouse.
- ~~533/ 137. The system of claim 127, wherein said processor is further operative with said program to authenticate said conditional purchase offer prior to consideration thereof.~~
- ~~138. The system of claim 127, wherein authentication of said conditional purchase offer includes acceptance of a customer credit card number.~~
139. A system, comprising:
a storage device storing a program;
a processor in communication with said storage device, said processor operative with said

program to:

receive a conditional purchase offer including an offer price from a customer for purchasing travel services;

receive a payment identifier specifying a financial account for use in providing guaranteed payment for said travel services if said conditional purchase offer is accepted;

compare said conditional purchase offer with seller inventory and pricing information stored on a central reservation system to determine if said conditional purchase offer is acceptable;

accept said conditional purchase offer on behalf of the seller;

create a passenger name record;

transmit said passenger name record to central reservation system;

charge said payment identifier; and

notify the customer of acceptance of said conditional purchase offer.

140. The system of claim 139 wherein said processor accesses information on said central reservation system for each seller in a predefined sequence.

141. The system of claim 140 wherein said predefined sequence is based upon the historical acceptance rate of each seller.

142. The system of claim 140 wherein said predefined sequence is based upon seller-negotiated priorities.

143. The system of claim 140 wherein said predefined sequence is based upon the commission rates paid by the seller.

144. The system of claim 139 wherein said conditional purchase offer includes an expiration date.

145. The system of claim 139 wherein said seller inventory and pricing information includes seller-defined rules.
146. The system of claim 139 wherein said financial account is a debit account.
147. The system of claim 139 wherein said financial account is a credit account.
148. The system of claim 139 wherein said processor is further operative with said program to pre-authorize said offer price of said conditional purchase offer with a financial clearinghouse.
149. The system of claim 139 wherein said travel services includes at least one of: an airline ticket and a hotel accommodation.

150. The system of claim 139 wherein said processor is further operative with said program to authenticate said conditional purchase offer prior to consideration thereof.

151. The system of claim 150 wherein authentication of said conditional purchase offer includes acceptance of a customer credit card number.

152. A method for using a computer to process the sale of travel services, comprising:

- receiving a conditional purchase offer including an offer price from a customer
- utilizing a web page for purchasing travel services;
- receiving a payment identifier specifying a financial account for use in providing
- guaranteed payment for said travel services if said conditional purchase offer is accepted;
- comparing said conditional purchase offer with seller inventory and pricing
- information stored on a central reservation system to determine if said conditional purchase offer is acceptable;
- accepting said conditional purchase offer on behalf of the seller;
- creating a passenger name record;
- transmitting said passenger name record to said central reservation system;

charging said payment identifier; and

notifying the customer of acceptance of said conditional purchase offer.

153. The method of claim 152 further comprising accessing information on said central reservation system for each seller in a predefined sequence.

154. The method of claim 153, wherein said predefined sequence is based upon the historical acceptance rate of each seller.

155. The method of claim 153, wherein said predefined sequence is based upon seller-negotiated priorities.

156. The method of claim 153, wherein said predefined sequence is based upon the commission rates paid by the seller.

157. The method of claim 152, wherein said conditional purchase offer includes an expiration date.

158. The method of claim 152, wherein said seller inventory and pricing information includes seller-defined rules.

159. The method of claim 152, wherein the customer accesses said web page using a web browser.

160. The method of claim 152, wherein the customer accesses said web page which displays an electronic form containing a number of blanks to be filled out by the customer, the blanks representing conditions of the conditional purchase offer.

161. The method of claim 152, wherein said financial account is a debit account.

162. The method of claim 152, wherein said financial account is a credit account.

163. The method of claim 152, further comprising pre-authorizing said offer price of said conditional purchase offer with a financial clearinghouse.

164. The method of claim 152, wherein said payment for said goods or services is guaranteed.

~~165. The method of claim 152, further comprising authenticating said conditional purchase offer prior to consideration thereof.~~

~~166. The method of claim 165, wherein said authenticating of said conditional purchase offer includes acceptance of a customer credit card number.~~

167. The method of claim 152, wherein said travel services includes at least one of: an airline ticket and a hotel accommodation.

168. A method for using a computer to process the sale of travel services, comprising:
receiving a conditional purchase offer including an offer price from a customer for purchasing travel services;

receiving a payment identifier specifying a financial account for use in providing guaranteed payment for said travel services if said conditional purchase offer is accepted;

comparing said conditional purchase offer with seller inventory and pricing information stored on a central reservation system to determine if said conditional purchase offer is acceptable;

accepting said conditional purchase offer on behalf of the seller;

creating a passenger name record;

transmitting said passenger name record to said central reservation system;

charging said payment identifier; and

notifying the customer of acceptance of said conditional purchase offer.

169. The method of claim 168 further comprising accessing information on said central reservation system for each seller in a predefined sequence.

170. The method of claim 169, wherein said predefined sequence is based upon the historical acceptance rate of each seller.

171. The method of claim 169, wherein said predefined sequence is based upon seller-negotiated priorities.

172. The method of claim 169, wherein said predefined sequence is based upon the commission rates paid by the seller.

173. The method of claim 168, wherein said conditional purchase offer includes an expiration date.

174. The method of claim 168, wherein said seller inventory and pricing information includes seller-defined rules.

175. The method of claim 168, wherein said financial account is a debit account.

176. The method of claim 168, wherein said financial account is a credit account.

177. The method of claim 168, further comprising pre-authorizing said offer price of said conditional purchase offer with a financial clearinghouse.

178. The method of claim 168, wherein said payment for said goods or services is guaranteed.

179. The method of claim 168, further comprising authenticating said conditional purchase offer prior to consideration thereof.

180. The method of claim 179, wherein said authenticating of said conditional purchase offer includes acceptance of a customer credit card number.

181. The method of claim 168, wherein said travel services includes at least one of: an airline ticket and a hotel accommodation.